

WE FINALLY GET  
AROUND TO SPOOFING

**GONE WITH THE WIND** **DICK TRACY**  
**THE WIZARD OF OZ** **CASABLANCA**

No.  
300  
January  
1991

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SEXIEST  
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"Be dumb, all ye faithful...!"



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# MAD

"... MAD—a short-lived satirical pulp..."

TIME September 24, 1956

"What, me worry?"

—Alfred E. Neuman

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## DEPARTMENTS

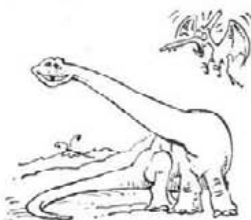
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FRONT COVER ARTIST: NORMAN MINGO

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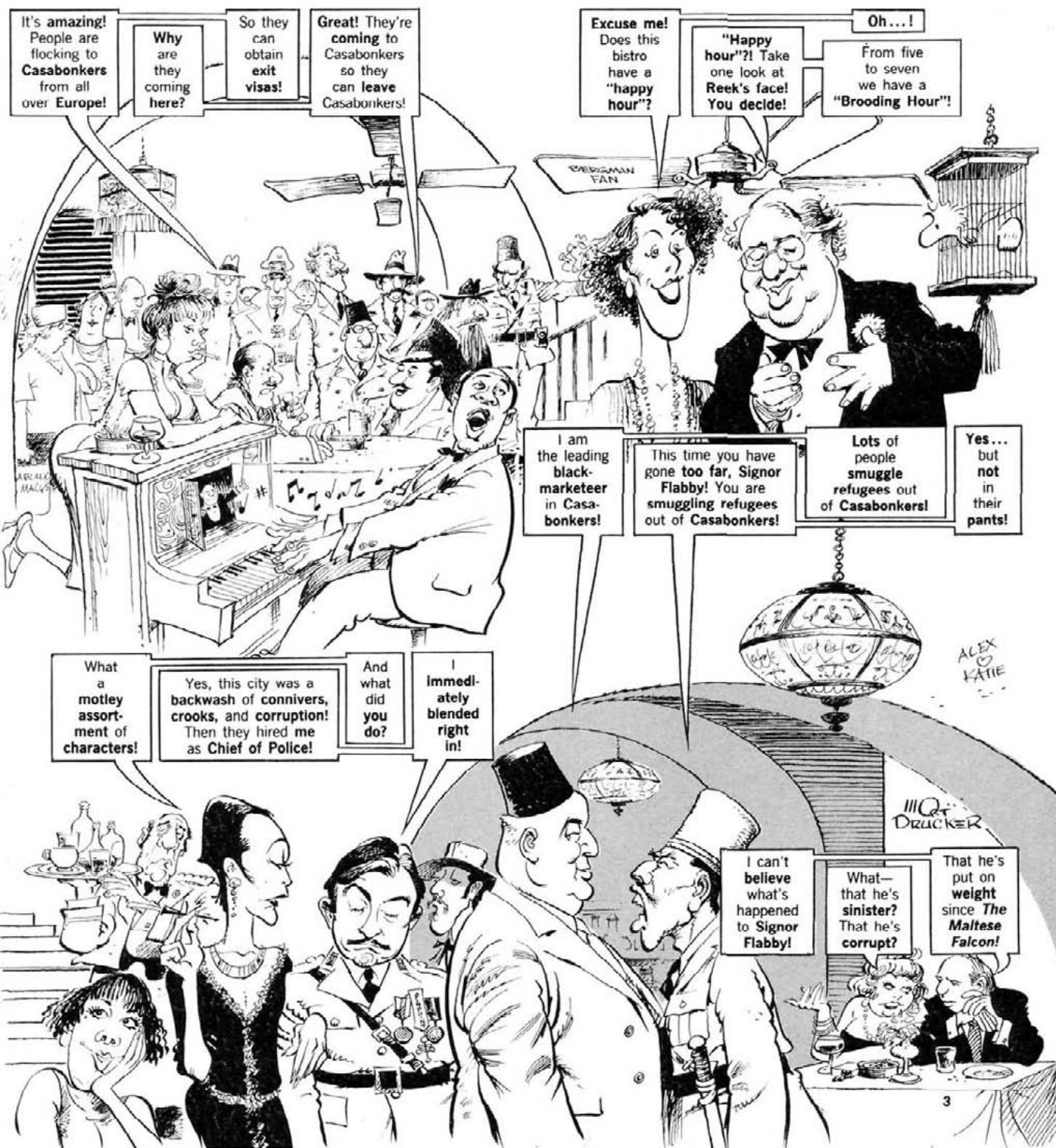
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# CASABONKERS

ARTIST: MORT DRUCKER

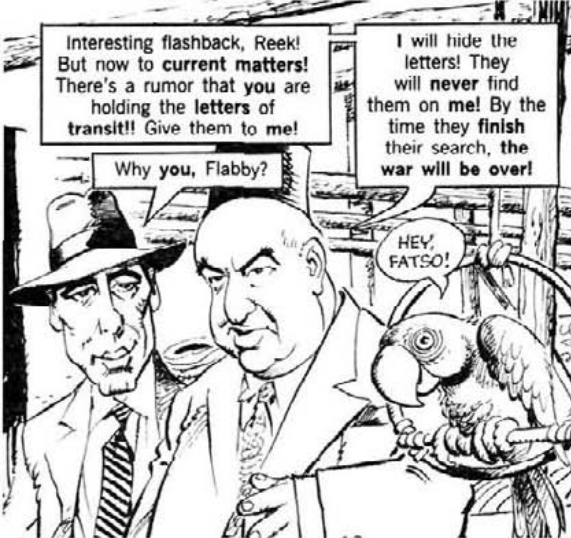
WRITER: ARNIE KOGEN















You see, Reek! **Sphincter Lazload** is my husband! And was my husband even when we were in Paris! I thought he was **dead**, but he was **alive**!

I'm quite **emotionally moved** by this, Ulcer! Look, my upper lip is **almost curling** in the corner!

You're our **last hope**! You **MUST** give me those letters!

I **can't** do that!

The Reek of **Paris**... **HE** would have done it!

The Reek of **Paris** was **drunk**!

The Reek of **Casabonkers** is **drunk**!

He's **sober enough** to know that if he gives you the papers **now**, we don't have a **climactic final scene**!



Okay... **NOW** you get the letters of transit!!

Ulcer, you're getting on that plane with **Sphincter Lazload**, where you belong!

I'm doing this for a **noble cause**!

So that people everywhere can be **free**?

So that this can become a **CULT FILM**!

I...I don't understand!

But what about you? What about us?



A cult film? This **ordinary World War II** story!? With this final scene that is shot **not** in **Morocco**, but in an airport in **Van Nuys, California**!?!? **THIS** is going to be a cult film?

Maybe not today! Maybe not tomorrow! But soon, and for the rest of our lives!



A terrible crime has been committed!

**Major Stresser's** been shot!

You kidding? Who cares about a **dead Nazi**? This is a crime of story structure! The heroine left a **charismatic bistro owner** for a **dull freedom fighter**!

This is the most **frustrating ending** in movie history!

**Round up** the usual suspects!

The **leaders** of the resistance movement?

No, the **hack writers** over at the **Warner Studio**!

YOU HAVE TO BE NUTS TO FLY IN THIS SCOUT!  
I COULD HARDLY LEAD YOUR WALLOON.

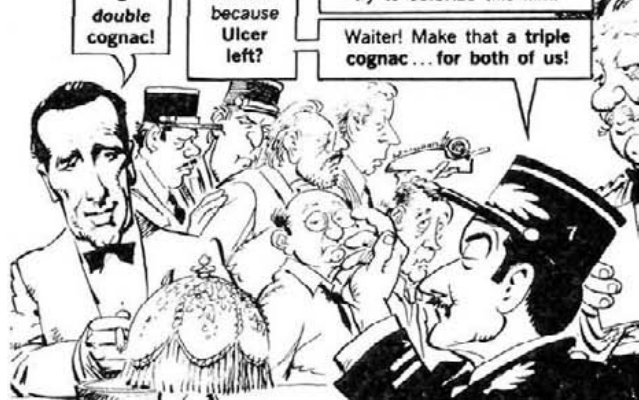


Waiter, let me have a **double cognac**!

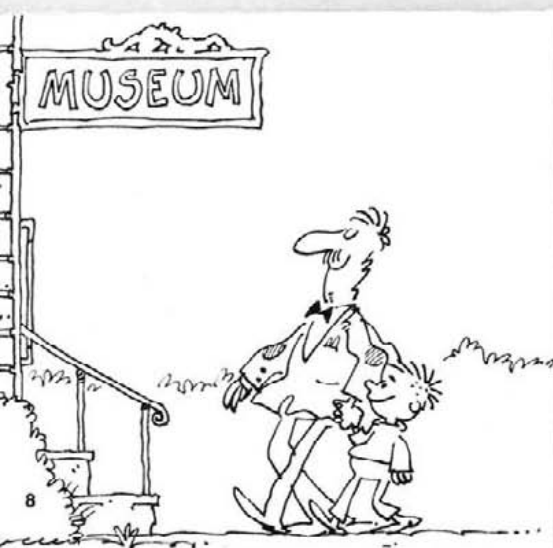
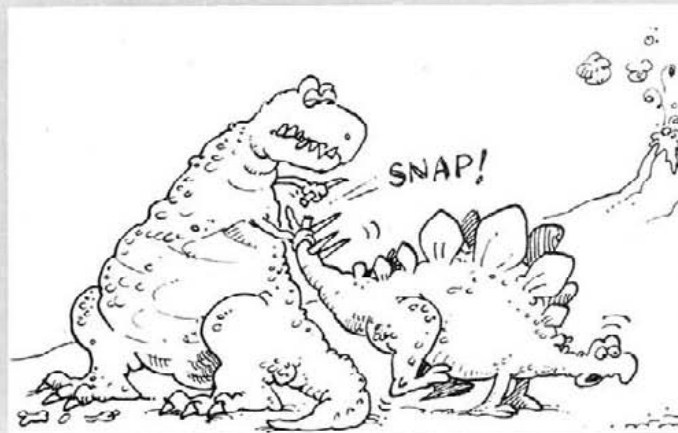
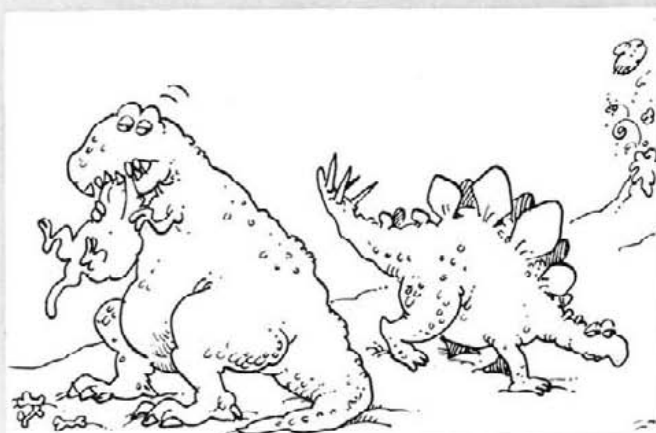
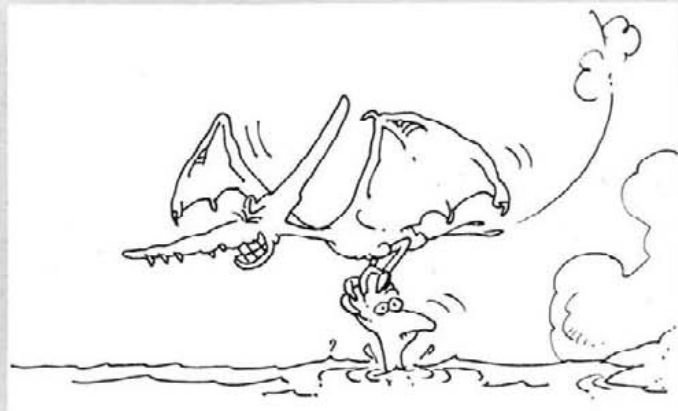
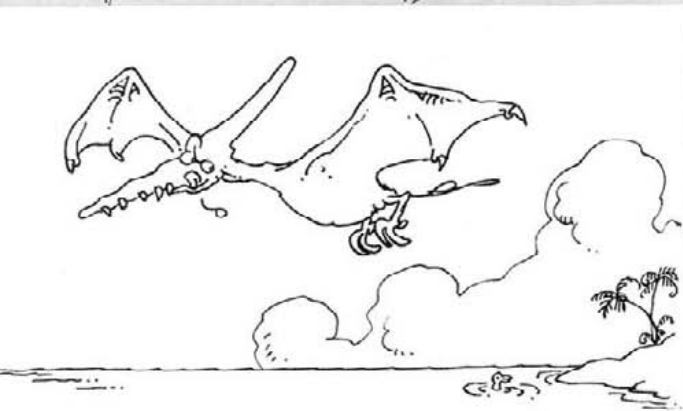
Drowning your sorrows because **Ulcer left**?

No! I'm getting bombed for another reason! I have this strange fear that someday, some fool is going to try to **colorize** this film!

Waiter! Make that a **triple cognac**... for both of us!



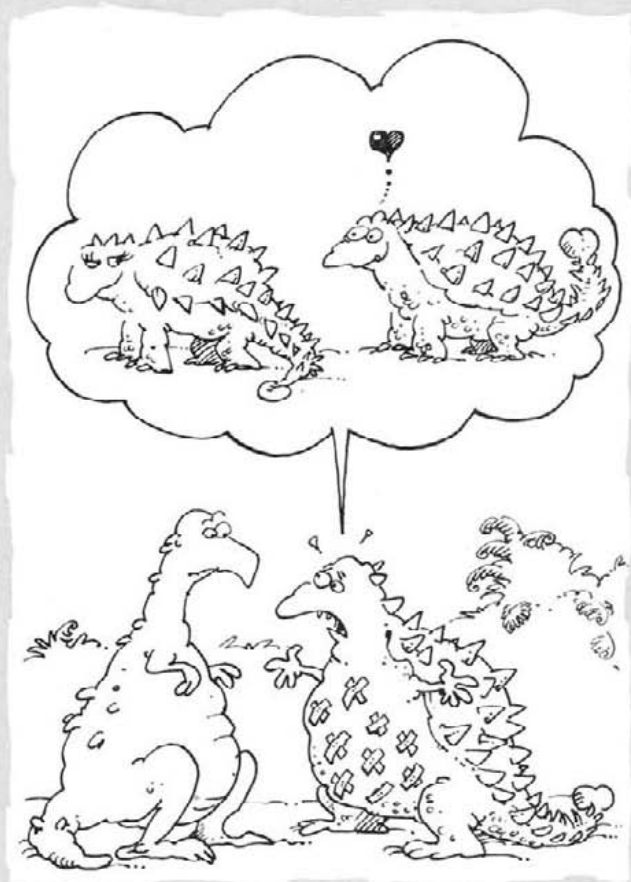
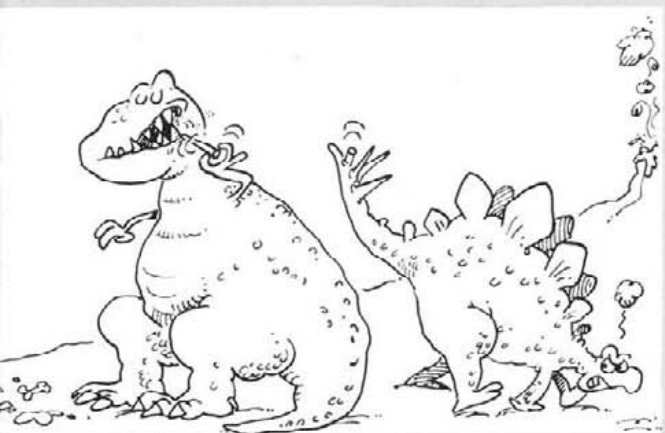
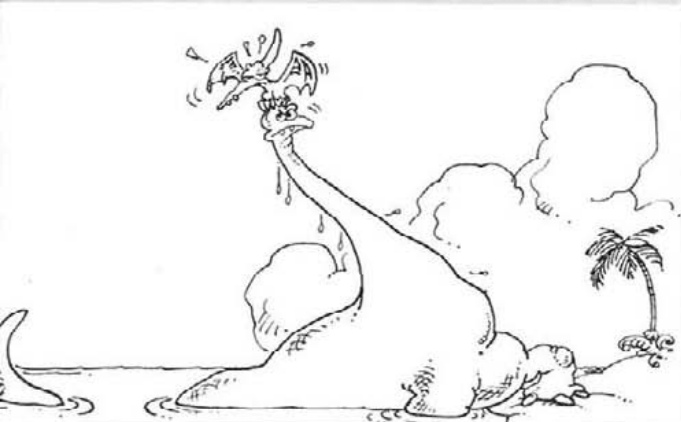
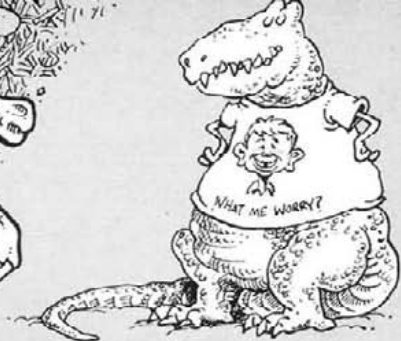
# A MAD LOOK AT

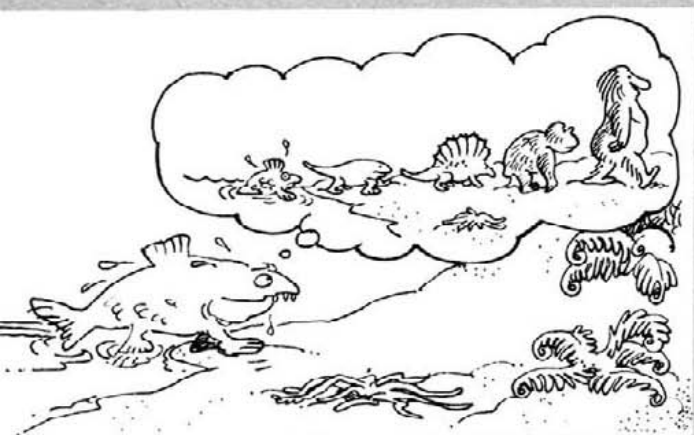




# INDYSAURS

ARTIST AND WRITER: SERGIO ARAGONES









I'm Will the Thrill...the Strat-ford...ace,  
So better lis-ten...up good, 'cause I'm in...your...face;  
The play's...the...thing, but they tell me, a-las,  
That you clods fall asleep reading mine...in...class;  
Well, I just...found...out what the world...en-joys,  
So I've borrowed...this...beat from the Beast-ie Boys;  
Is this...a...rap-per...that...you...see?  
Gadzooks! Sure is, because the rap's...on...me!  
I'm the noblest show-man...of...them...all,  
And I've given...my...gigs an o-ver-haul;  
Yea, the game's a-foot, and all the world's...a...stage  
For the sound and the fury of this hot...new...rage;  
A bard should be made of...stern-cr...stuff,  
So get up...to...date and Rap On, Mac-Duff!

As...

# Mad Raps Up Shakespeare

## The SOLILOQUY RAP from "HAMLET"

So what do I do when life's...a..bitch?  
Should I be or not be—I don't..know..which!  
Now you may..be..thinkin' I've gone..insane,  
But you're lookin' at one mel-an-chol-y..Danc;  
If I packed..it..in, I'd get lots..of..Z's;  
And I wouldn't have to count my cal-o-ries;  
I'd never have..to..worry what this eas-tle..cost;  
Or 'bout losin'..my..teeth because I nev-er flossed;  
There's just..one..hang-up that bugs..me..bub—  
I could wind up dreamin', and there's..the..rub;  
Bein' dead..or alive—either way..I'm..screwed;  
As you plainly can..see, I'm one mixed-up..dude!



## The BATTLEFIELD RAP from "RICHARD III"

A horse! A horse! I need..one..bad!  
And I know it's too late to place..an..ad;  
A horse! A horse! That's all..I..need;  
I'd swap..my..throne for a slightly used..steed,  
Or a broken-down nag that pulls..a..plow;  
I'd even con-sid-er a juiced-up..cow,  
Or, fail-ing..that, a sheep..will..do;  
I'd even look kindly on a kang-a-roo,  
Or an ox or a camel or a slimmed-down..yak  
Or a very large woman with a good..strong..back;  
If I've nothing..to..ride, you have..my..word  
You can say..good-bye to Richard..the Third!




## MARC ANTONY'S FUNERAL RAP from "JULIUS CAESAR"



Hey, friends and Romans, Big Julie's been..hit,  
So clean out..your..ears while I do..my..bit;  
He was one..tough..dude—the town's..top..gun,  
And for years in the charts was Num-ber..One;  
But Brutus and his gang..said, "We'll wax..the..schmuck,"  
So they took..a..stab and Big Julie..got..stuck;  
Now I wantcha..to..know that they're sweet-ie..pies,  
Even though some peo-ple think oth-er-wise;  
Sure they disd..Big Julie, a-gain and a-gain,  
But we know..the..swine are honor'ble men;  
No, they're not..the..kind that we should..con-demn,  
Though you wouldn't want your sis-ters to mar-ry..them;  
And I'm not sug-gest-ing that you wax..them..too,  
Even though it might..seem like the thing..to..do;  
But if..you..should, and the rats..all..die,  
If you need a new boss, then I'm..your..guy!



# The BALCONY RAP from "ROMEO AND JULIET"



Juliet baby, you're chill, ..you're ..rad!  
If we got to-ge-th-er, we could make ..it ..bad!

Romeo honey, you've a real ..smooth ..line;  
So what's the story—your place ..or ..mine?

Not so fast there, sweetie—let's ..not ..forget  
I'm a Mon-ta-gue, ..you're a Cap-u-let;

You're the Number One stud in this wack-wack ..town!  
Let's get ..it ..on before our bods ..cool ..down!

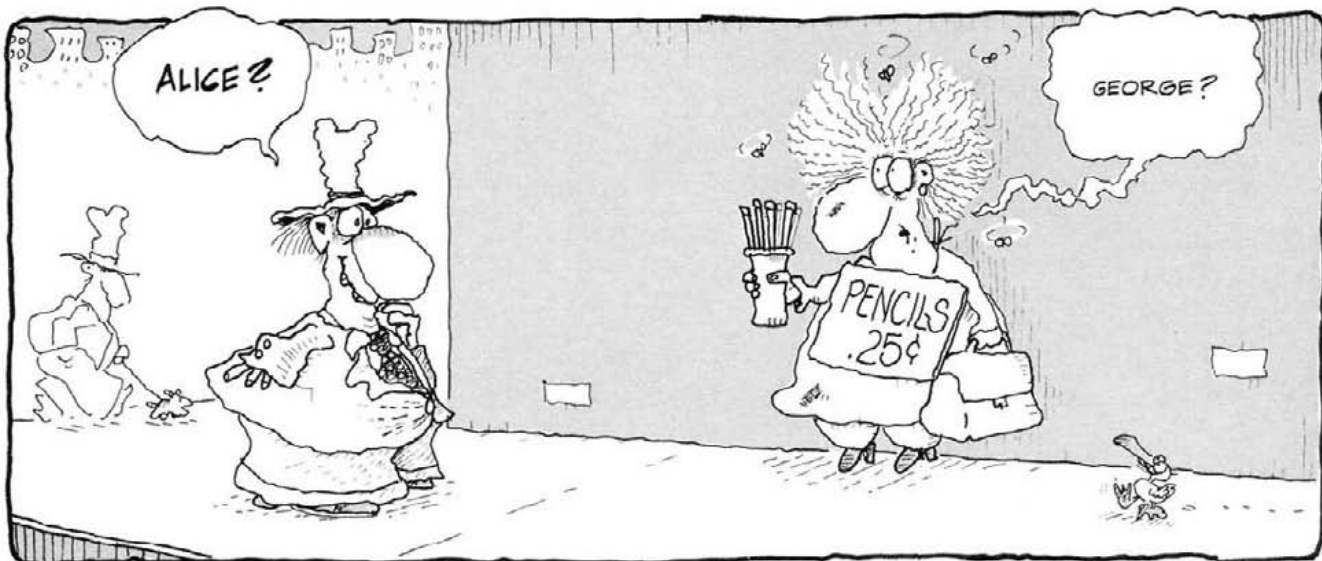
Both families hate the oth-er's ..guts;  
If we tied ..the ..knot, ..they'd all ..go ..nuts!

If it busts ..their ..chops, they all ..can ..choke!  
So hear ..me ..good—I ain't blow-in' ..smoke!

You know that we'll wind ..up ..dead, ..of ..course;

Well, dying's ..no ..kick, ..but it beats ..di-vorce!

# THE INJURIOUS IDENTIFICATION INTRIGUE





Hi, I'm **Testy Truehead**, Tracy's longtime faithful girlfriend! In the love department, Tracy's always been a little slow, but today I got some good news and some bad news! The good news is, he's taking me to the movies! The bad news is, we're going to see *Ishtar*!



My name's **Kid!** If I survive hanging out with Tracy I may change my name to "**Adult**"! I'm an orphan! My parents vanished! Maybe you knew them! They were named "**Mom**" and "**Pop**"!



I'm **Bad Breathless** and I work at the **Club Zits**! You might think I'd be turned off by **Big Goy** and his ugly henchmen, but I don't find them that bad! You see, I was once married to **Sean Penn**!



I'm **Spumoni**, alias **James Caan**! I'm hardly in the real movie, and I'm hardly on this page! Guess this isn't my big comeback after all!



A WARREN FOR HIS ARREST DEPT.

I'm **Schtick Tracy**, this city's number one crime fighter! I'm known for my yellow coat and my yellow hat! But mainly, I'm known for the yellow streak down my back!

# SCHTICK TRACY



ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm **Big Goy**! I'm into illegal booze, illegal gambling, smuggling, counterfeiting, shaking down small businesses and honking my horn in hospital zones! There's only one person that's not welcome here at my club, and that's **Schtick Tracy**! I told my bouncer to throw him out—of a speeding car!



I'm **Off Keys**, the piano player! I don't want to say **Big Goy's** club is **ROUGH**, but the most requested song here is **TAPS**!



I'm **Flat Crop**! I've got a level head for crime and I'm handy at parties! Let me point out a few of the other boys! There's **String Bean Mouth**, **Broccoli Ear**, **Zucchini Nose**, **Radish Cheek**, and **Spinach Face**! We might not be the brightest gang, but we're the **HEALTHIEST** crime syndicate ever!



I'm **Shirley MacLaine**, **Warren Beatty's** sister! But that's not all—at some point in my many lives, I've been **ALL** these other people!









How come you wear a **BORDERLINE** outfit like that? Is it in **VOGUE**?

**OH POPPA, DON'T PREACH!** I'm a **MATERIAL GIRL** with **BLONDE AMBITION!** Don't expect me to act **LIKE A VIRGIN!**

I won't be jerked around by a **BOY TOY!** I'll get the **info** I need from **Marbles!**

**Wow!** Your girlfriend said you were a bit **slow** when it came to **lovmaking**, but I think you've come to a **full stop!**

**BEAM ME UP, SCOTTY!**



**Marbles**, where does **Big Goy** get his money?

I can't understand a word you say!

Garble... fa fa garble...

Garble... snort... whine...

**Tracy, we're falling asleep!** We need **action!** Head to the corner of **Pink** and **Beige** for a **shootout** with **Big Goy's gang!**

**\*Translation:** My dentures! I need my dentures! I'll spill my guts if you'll just help me find them!



Testy, I was thinking! You're single, I'm single and...

Tracy, how come you decide to try proposing during a raging gun battle?

I hoped you wouldn't be able to hear me!

**RAT TAT TAT**  
THIS IS CASEY KASEM WITH A LONG DISTANCE DEDICATION...



Boys, you know how I rely on **proverbs** to express myself! Well, let me say this: "You can fool some of the people all the time, and all of the fools, some of the people, but I'm wasting my time with that fool Tracy!" Lincoln said that! Or was it Dodge or Plymouth? I don't care! I want Tracy kidnapped!



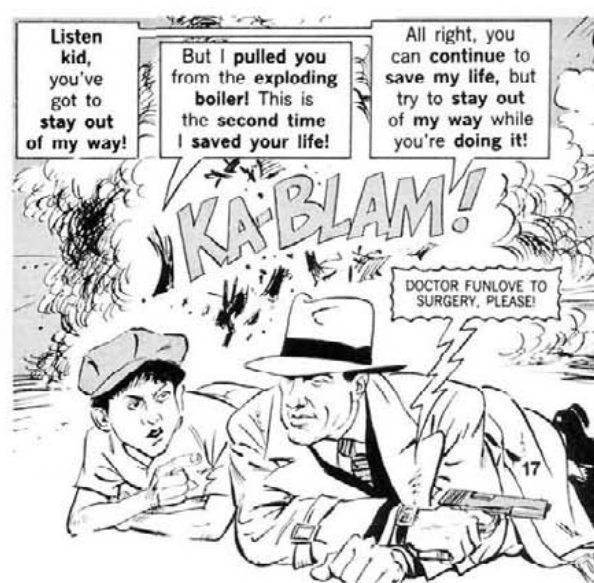
I thought you said you were here to pick up the kid! That you were from the **Welfare Department!**

We are! We're kidnapping you as a way to guard **Big Goy's** welfare! Now we're going to tie you in the cellar next to an exploding steam boiler!

But why don't you just shoot me?

In the comics, this kind of scene went on for weeks, so out of respect we've got to drag out your death in the movie!

**CLOUDY, COLD AND A POSSIBLE DEBRIS SHOWER IN FRONT OF THE BASEMENT AT 375 PINK STREET.**



Listen kid, you've got to stay out of my way!

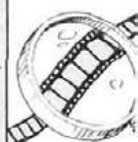
But I pulled you from the exploding boiler! This is the second time I saved your life!

All right, you can continue to save my life, but try to stay out of my way while you're doing it!

**KA-BLAM!**  
**DOCTOR FUNLOVE TO SURGERY, PLEASE!**



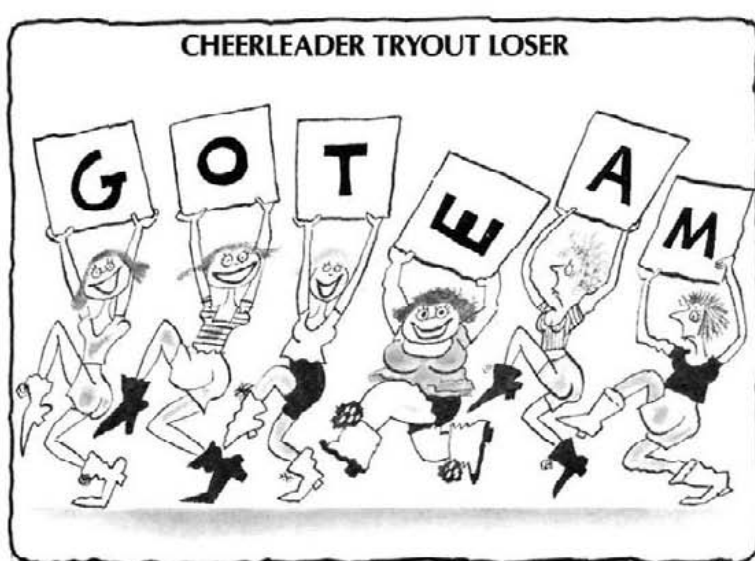




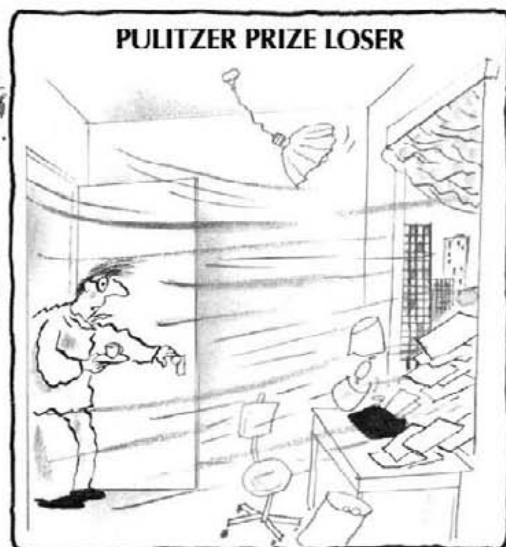
CRIME STOPPERS NOTEBOOK:  
If you want to stop a crime, start a petition now to outlaw any Schtick Tracy sequels!

A MAD  
SQUINT AT  
SOME

L  
BORN  
S  
E  
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CHEERLEADER TRYOUT LOSER



PULITZER PRIZE LOSER



FOOD-CHAIN LOSER



BALLROOM DANCE CONTEST LOSER



DOG SHOW LOSER



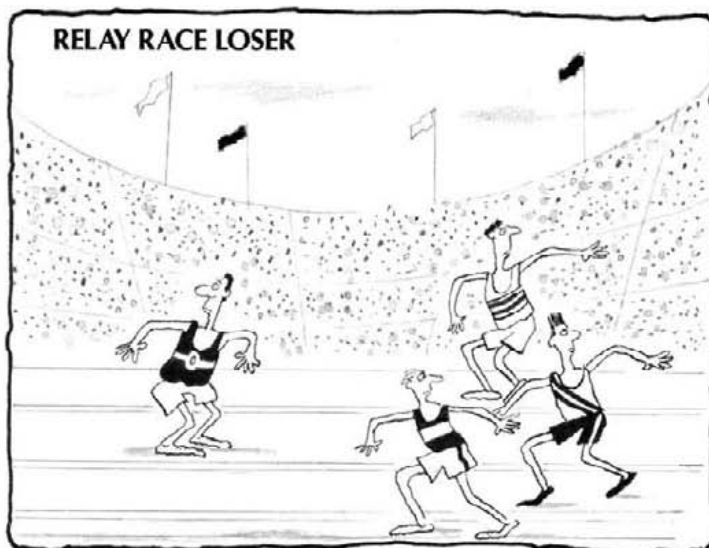
# TROPHY HUNTER LOSER



# BAKING CONTEST LOSER

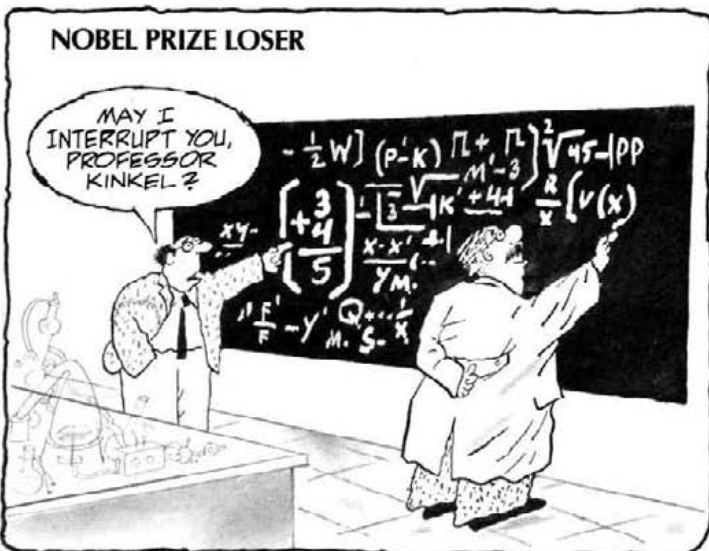


# RELAY RACE LOSER



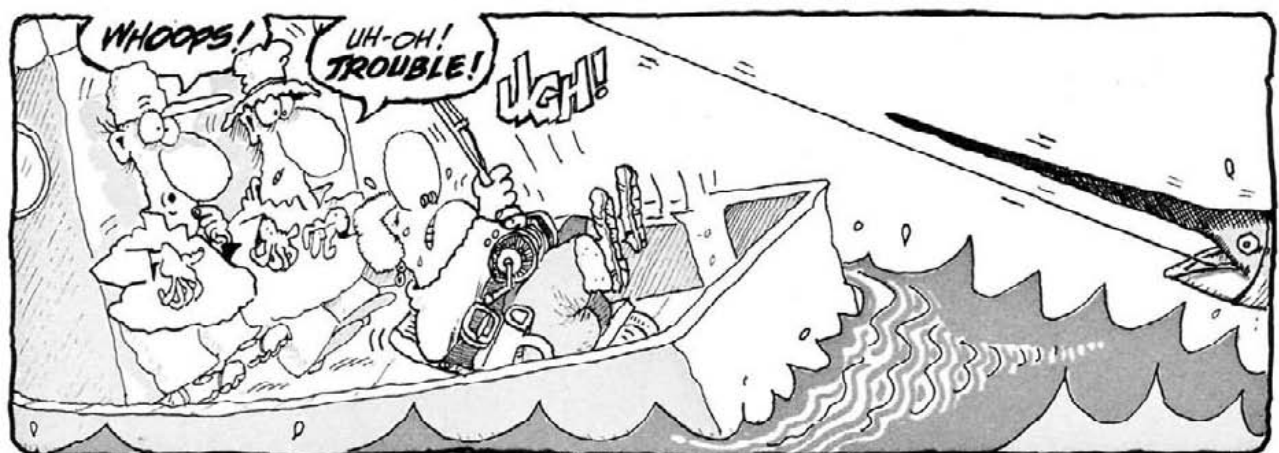
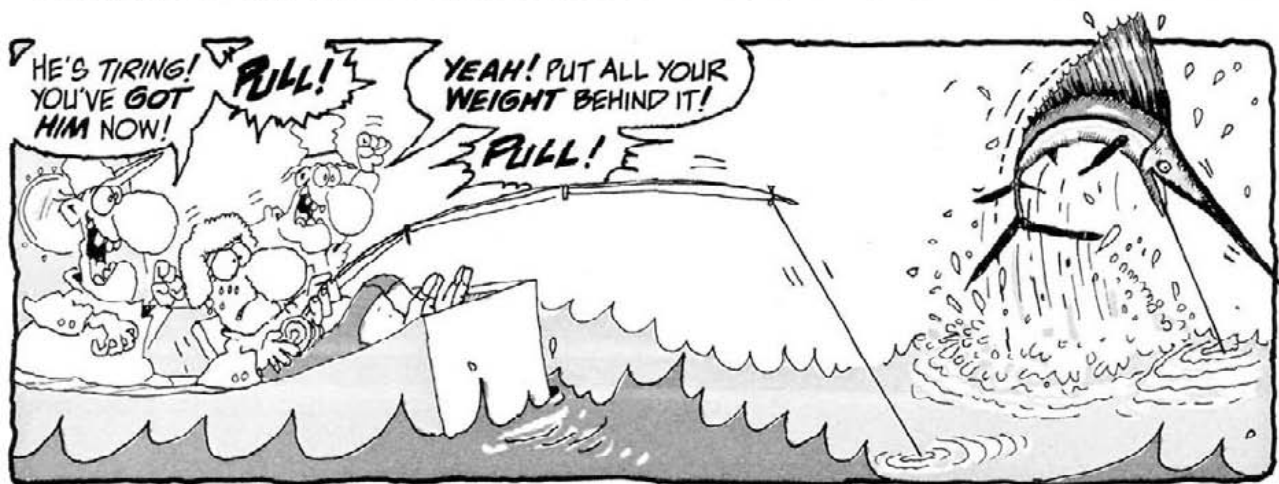
ARTIST AND WRITER: PAUL PETER PORGES

# NOBEL PRIZE LOSER



# BEAUTY PAGEANT LOSER

# THE DEATH-DEALING DEEP-SEA DEBACLE





Going out to eat in a restaurant would be a truly wonderful experience if it weren't for the food, the service and the sanitary problems! But fret not: Simply solve these problems with...

# MAD'S RESTAURANT SURVIVAL KIT

ARTIST AND WRITER: AL JAFFEE

## THE 12 MOST COMMON RESTAURANT PROBLEMS...

INATTENTIVE WAITERS



WRONG ORDERS



STICKY TABLETOPS



BEVERAGE-FILLED SAUCERS



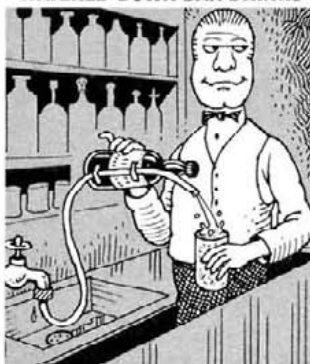
AMBIENT SMOKE



UNCLEAN UTENSILS



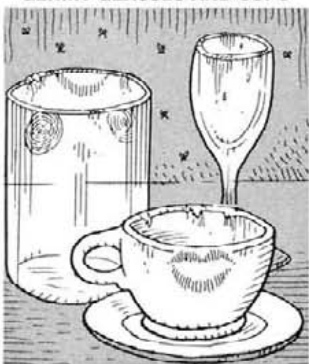
WATERED-DOWN BAR DRINKS



FORGOTTEN PROPERTY



GERMY GLASSES AND CUPS



FOUL SMELLING WASHROOMS



UNEVEN TABLES



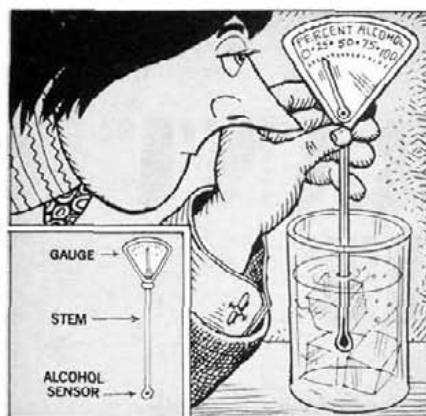
OVERCROWDING



...AND HOW TO SOLVE THEM

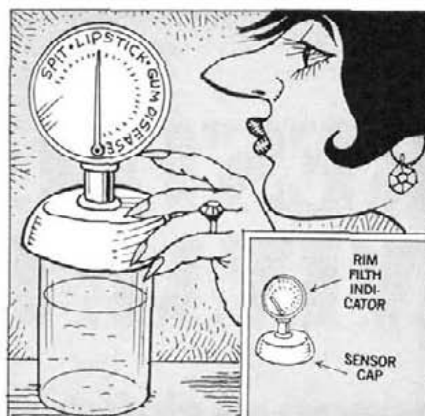


## BAR DRINK ANALYZER



A few drinks can jack up your restaurant bill tremendously. You should at least get what you pay for—and this handy gadget makes sure you will!

## GLASS AND CUP RIM CLEANLINESS DETECTOR



Glasses and cups may look clean but may not have been washed properly. With this detector you can avoid getting smeared with other's lip sludge!

## AMBIENT SMOKE DISPERSER



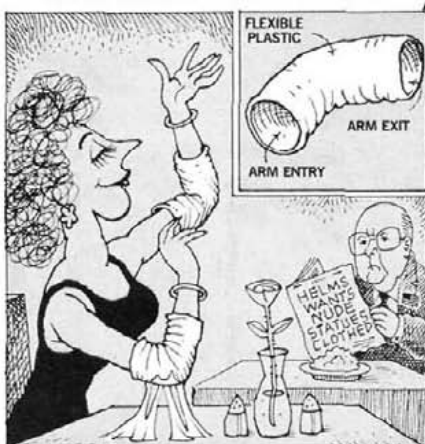
Whether the smoke is coming from your dining partner or drifting over from the smoking section, this device blows it back to the perpetrator! Sends powerful stream of air forward, backward or both!

## WAITER ATTENTION-GETTING FLARES



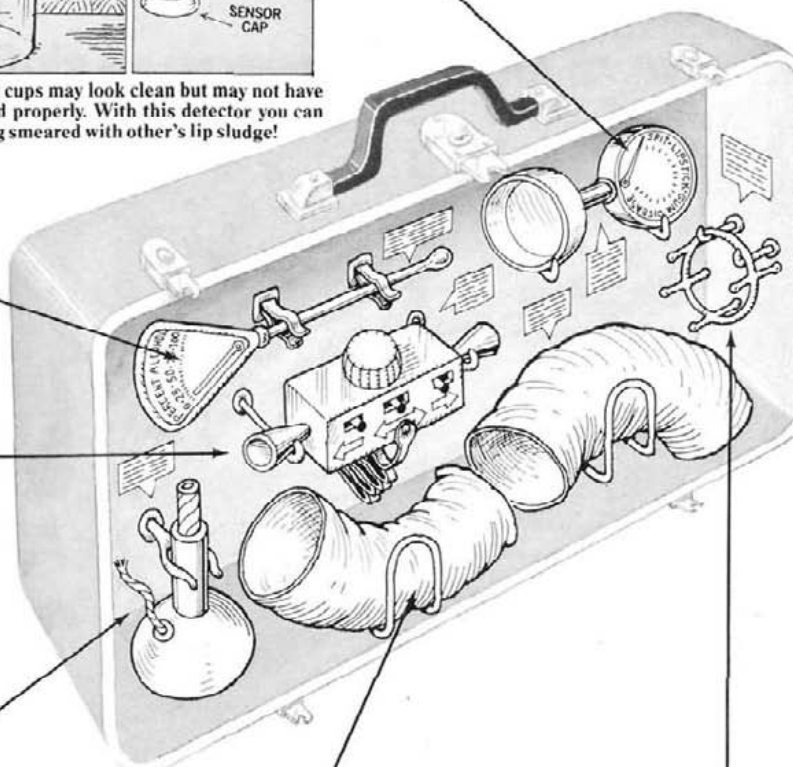
You can wave, you can yell, you can even throw a tantrum! If a waiter wants to ignore you, nothing helps—except these flares! Once they explode, your waiter will be scared to death and no longer capable of pretending he doesn't notice you!

## STICKY-TABLETOP ELBOW PROTECTORS

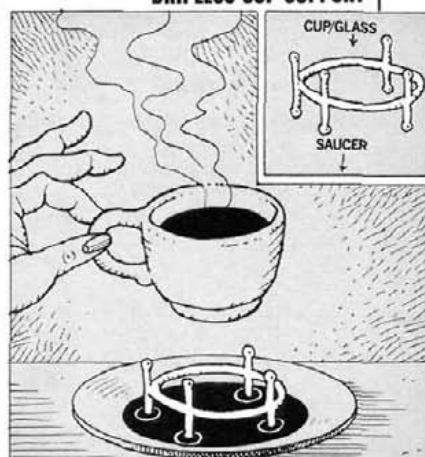


If you've ever put your elbows down on invisible maple syrup residue, then you know how valuable and practical these protectors can be. Also guards against recent wet-wiping by bus boys using filthy towels that haven't been washed in years!

# RESTAURANT HANDY CAP



## DRIPLESS CUP SUPPORT

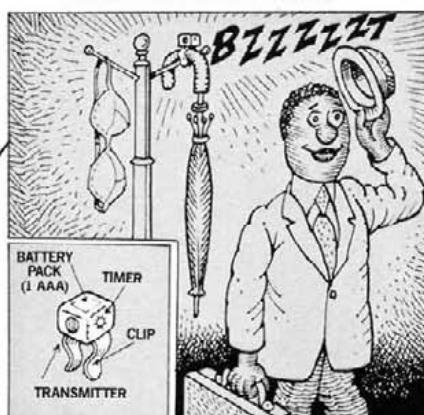


Beverages often arrive in saucers half full of spilled liquid. Unsuspecting diner lifts cup and drips fluid all over clothing. This little cup support puts an end to that pesky problem once and for all!



# SURVIVAL KIT TRYING CASE

## FORGOTTEN PROPERTY ALARM

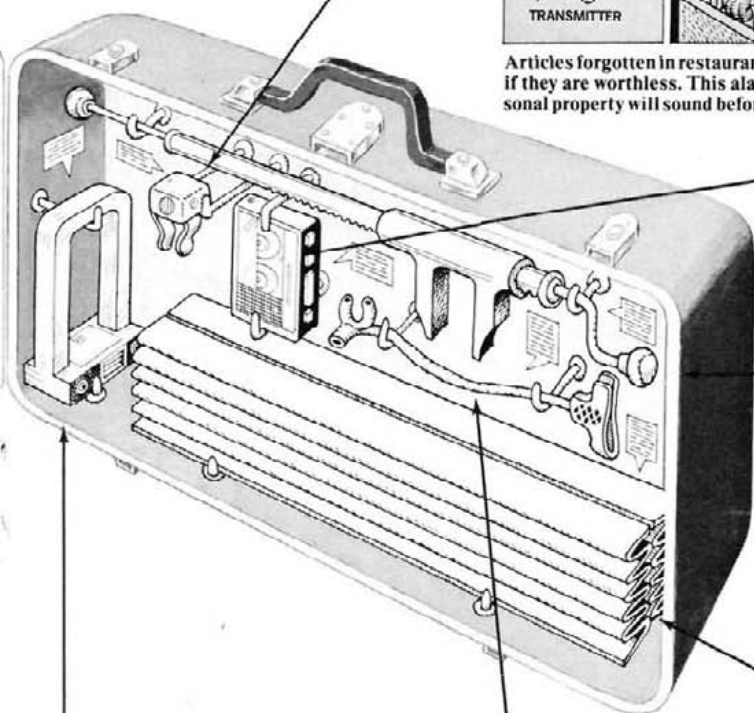


Articles forgotten in restaurants are only recovered if they are worthless. This alarm clipped onto personal property will sound before you're able to leave!

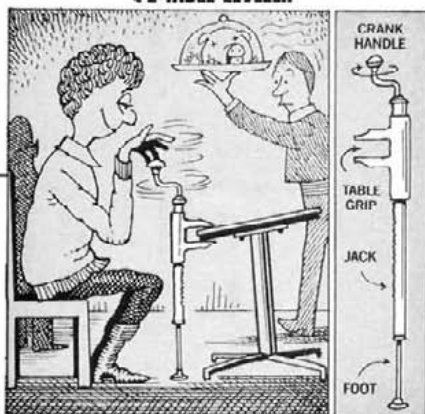
## ORDER RECORDER



Some waiters get downright nasty when told they brought the wrong order. With this handy recorder they're nailed and sheepishly get you the right food!



## E-Z TABLE LEVELER



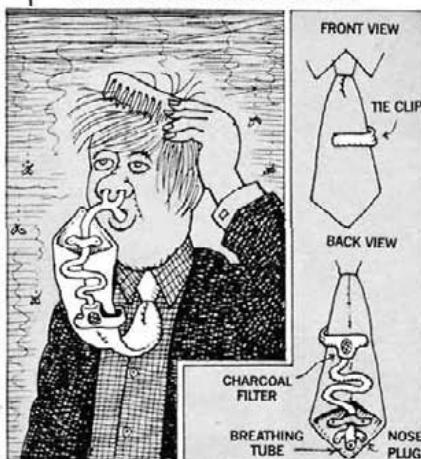
Nothing is more annoying than a tippy table. Sticking wads of paper, spoons, etc. under leg never really works. This device attaches to and cranks up any part of table that requires it!

## UTENSIL STERILIZER CHECKPOINT



Battery operated utensil sterilizer is a tiny version of airport check-point. Germ-laden, unsanitary forks, spoons and knives set off irritating, high-pitched squeals that alert customers and the restaurant's owner into cleaning up his act—fast!

## RESTROOM INHALATION SYSTEM



Tie clip air filtration system solves the problem of restaurant bathrooms that smell like sewers in Calcutta after an outbreak of dysentery. In back of tie is a charcoal filter complete with breathing tube and nose plug for normal, carefree inhalation!

## INTIMACY PROTECTOR



To increase profits, restaurants are making tables smaller and cramming them together. This fan partition opens easily and slips between tables! Two are provided for times you're stuck in the middle. Folds to a space-saving six square inches in size!



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

PARENTS





# PRIORITIES



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## JUSTICE



## SURVEILLANCE

You want to see something really stupid?  
Look! The TV security cameras are  
turned the **wrong way**—they're pointing  
in the direction of the **bank officers**!



That's not so stupid!



This is a Savings  
and Loan Bank!



## DEALS

Dad, you agreed that I could  
have my own telephone if I  
figured out a way to **pay**  
for it myself! Well, I did!

Then I  
honor  
our  
agreement!



Great! All you have to  
do is **raise my**  
allowance to cover  
the monthly charges!



## EXERCISE

Your husband is putting  
on a lot of weight!  
He should do more  
**physical activity**!

Well, I did get him  
to agree to do  
more **chores**  
around the house!



## MODERN TECHNOLOGY

Darn it! I locked  
the wire hanger  
inside the car!

How are we  
going to get  
the door open?



I'll use my keys!



## BUDGETS



## SOCIALIZING



## MEMORY





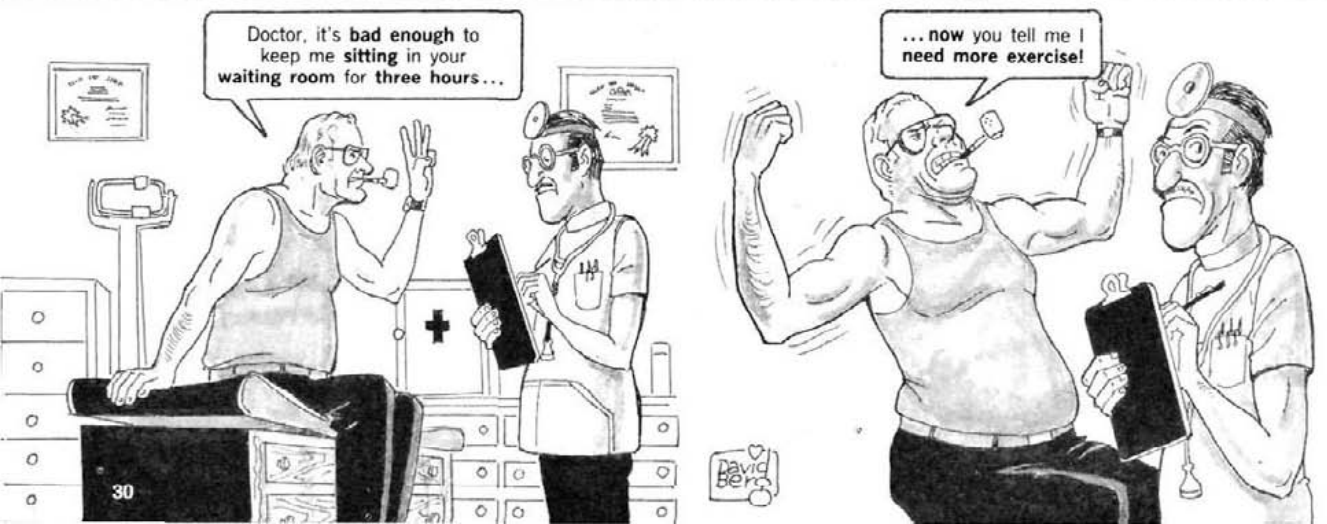
# THE OFFICE



# QUALIFICATIONS



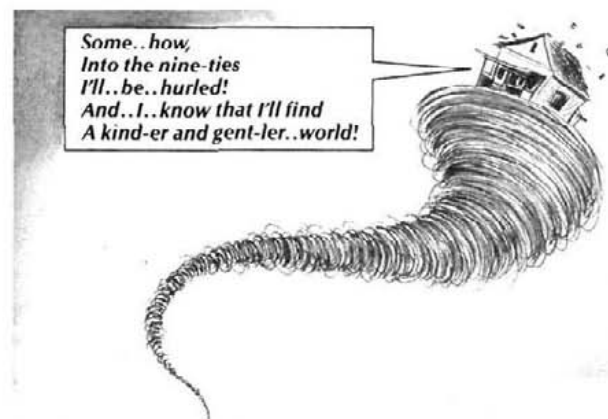
# DOCTORS



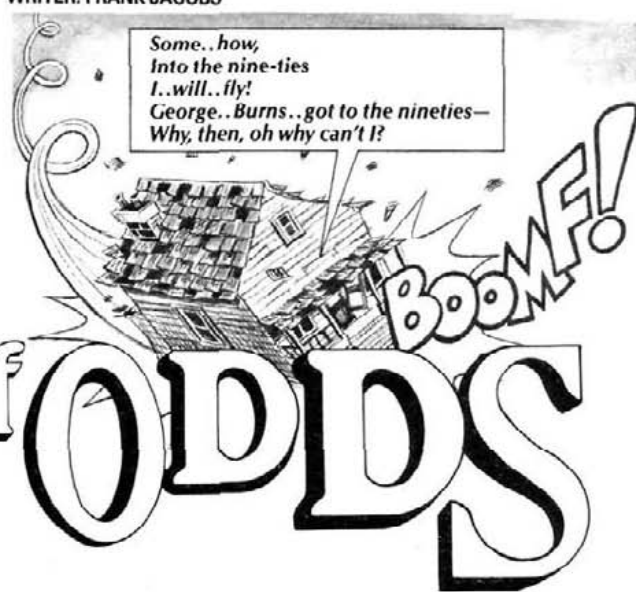


"Sung to the tune of 'Over the Rainbow'"

ARTIST: SAM VIVIANO



WRITER: FRANK JACOBS



# WIZARD of ODDS



Where am I? Who are you?

This is the Land of Odds! I'm Vanna, the Beautiful but Otherwise Not Too Gifted Witch of the West!

Who are all these people wearing designer clothes and showing off their Rolexes and implants?

They're Yupkins! They're happy because your house landed on Leona, the Greedy Witch of the East!

Who's the other one buried beneath that huge pile of shoes?

That's Imelda, the Greedy Witch of the FAR East! You knocked her off, too!







*"Once... I had some crows to scare here;  
The cornfields now are bare here,  
Without a single cob;  
Once my life... was abundant;  
Now I'm what you call redundant,  
'Cause I haven't got a job!"*



*"Sung to the tune of 'If I Only Had a Brain'"*

*Where's the farm? You may have guessed it;  
The bankers repossessed it;  
They're tougher than the mob;  
It's a bitch... being' idle,  
And I'm feelin' suicidal,  
'Cause I haven't got a job!"*



*Why  
didn't  
you put  
some  
money  
away for  
a rainy  
day?*

*I did—  
in a  
Savings  
and  
Loan  
that went  
belly up!*

*Look, I hate it here too!  
Come with me to see the  
Wizard of Odds in  
Ephemeral City!  
Maybe he can get us back to  
Kansas in 1939, and you can  
scare crows again!*

*Anything  
beats this!  
I'll  
just  
stuff  
myself  
together,  
and ...*

*We're off to find  
the Wizard...*

*Something's  
alive  
in that  
land fill!*

*It's a Tin Man!  
What's he  
doing in such  
an awful place?*

*Where else  
can you go  
when you're  
unwanted?*



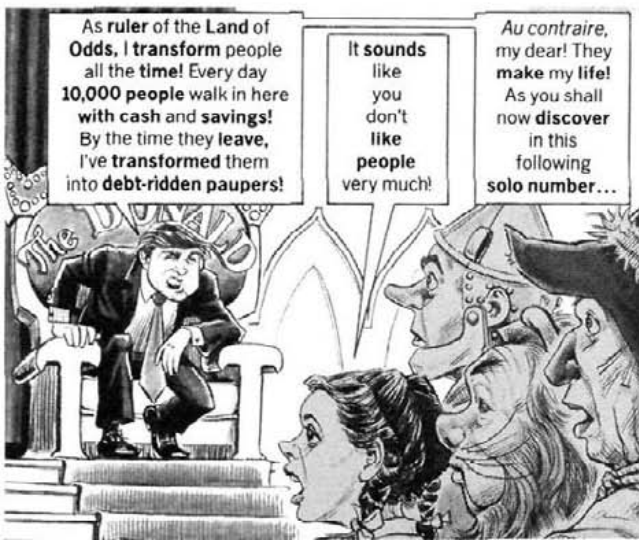
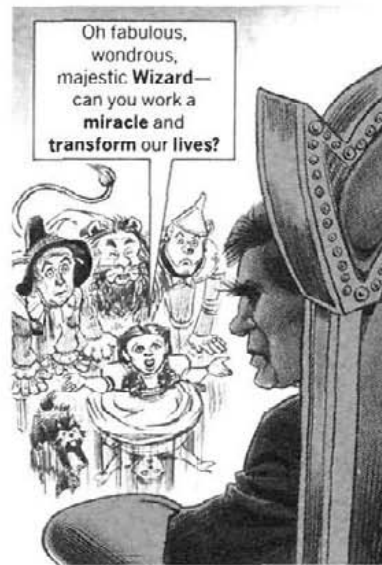
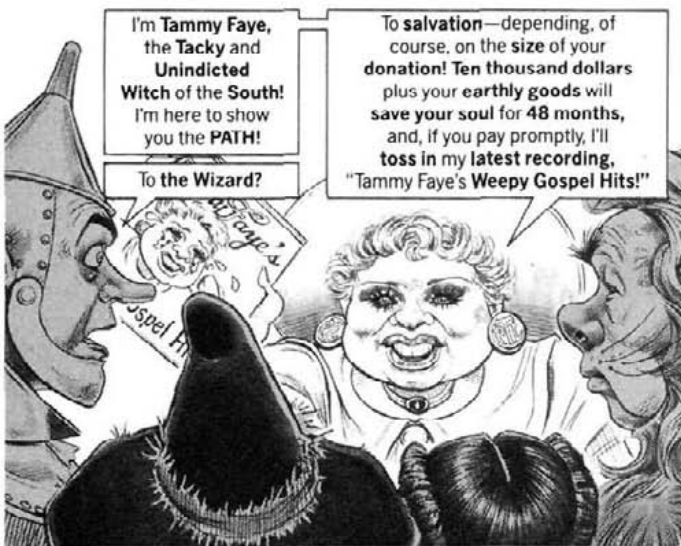
*"Once I was the king of metals  
For pots and pans and kettles;  
I'm now no longer 'in';  
Here I rot... slowly rusting;  
To the Yuppies I'm disgusting,  
'Cause I'm only made of tin!"*

*They'd prefer me silver-plated;  
With chrome they'd be elated,  
But now I just can't win;  
You can see... where it's got me;  
I'd be happy if you shot me,  
'Cause I'm only made of tin!"*



*"Sung to the tune of 'If I Only Had a Heart'"*







O great Wizard, please use your powers so I can have a job again!

Jobs are for losers, Scarecrow! Get into **junk bonds** or **phony real estate schemes**! Or get control of a union's **pension fund**! Better still, become a **televangelist**! There's a world out there just waiting to be taken!

Well, that doesn't really sound fair or ethical, but I guess you know what you're talking about!



What about me, Wizard? send me back to a time when the world respected tin!

Not for you, big guy! You're gonna change your body to plastic! You won't rust, and, being non-biodegradable, you'll be around forever!

But I've heard that's bad for the environment!



Whose environment? Not mine, kiddo! Every **sucker** in this place carries **plastic**, which makes for easy **credit**, which makes for **lots more money** coming to me!

Gee, that sounds awfully selfish and inconsiderate of others, but I bow to your judgment!

Don't forget me, Wizard! If I remain in 1990, I'll wind up extinct!

**terrific!** As long as you're the **only lion** alive, you'll be one of a kind, an **instant celebrity**! You'll make a **fortune** on public appearances!

That sounds like **profiting** from the **misery** of others, but you're the Wizard, so you must be right!

What about me, Wizard? I thought I'd find a **kinder, gentler** world here, but all I see is **greed** and **glitz** and **nobody caring about anything**! I want to go back to **Kansas** in 1939, and **nothing** you can say will make me **change my mind**!



How about this? Stick around and I'll put you up in a **penthouse** with a **limo** and **ten grand** a week in **spending money**! In a couple of **years**, after you fill out, you could be my **steady bimbo**!

Gosh, those sound like the words of a **sexist oaf** who only considers **women** to be **property** and **cheap playthings**! But I know you don't mean it that way, so how can I say no?

We're glad we found the Wizard—The fabulous Wizard of Odds! His good advice Is worth any price; So what if he rips off clods?

He's making a fortune in **rev-e-nues**; He's raking it in ... while **suck-ers** lose And lose, and lose, and lose, and lose, AND LOSE! And pays all his debts with **I..O..U's**! (Ziggidy, zoggidy, zoom!) We're glad we found the Wizard—The fabulous Wizard of Odds!



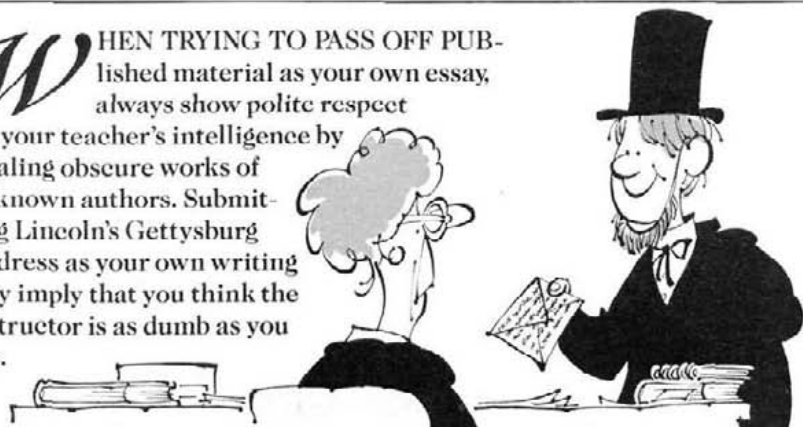
# THE TROUBLING TRIBAL TRANSGRESSION



Years ago, your grandparents sharpened their social skills at etiquette school. By the time your parents needed training, such schools had generally disappeared, but one could still bone up by reading books by experts like Emily Post. Those books are out-

# A MAD ETIQUETTE

**W**HEN TRYING TO PASS OFF PUBLISHED material as your own essay, always show polite respect for your teacher's intelligence by stealing obscure works of unknown authors. Submitting Lincoln's Gettysburg Address as your own writing may imply that you think the instructor is as dumb as you are.



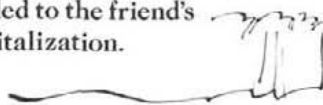
**G**OOD ETIQUETTE requires that participants in a food fight confine themselves to throwing soft, messy items, such as cot-



**E**THNICALLY OFFENSIVE jokes are rarely appreciated by the person whose nationality is the butt of the joke. Such jokes can often be made socially acceptable with a minor change, such as, "How many Aleutian Islanders does it take to change a light bulb?"



**C**ASUAL SPORTSWEAR of a neutral shade is the preferred attire for visiting injured friends in the hospital. Wearing gang "colors" on such occasions may be thought impolite, especially if your gang was responsible for the injuries that led to the friend's hospitalization.



**A**LTHOUGH IT IS appropriate to worry about the possible theft of your unattended motorcycle, friends may still consider it rude if you ride into their living room without first asking permission. Your thoughtfulness will be especially appreciated in homes with white carpeting and antique furniture.



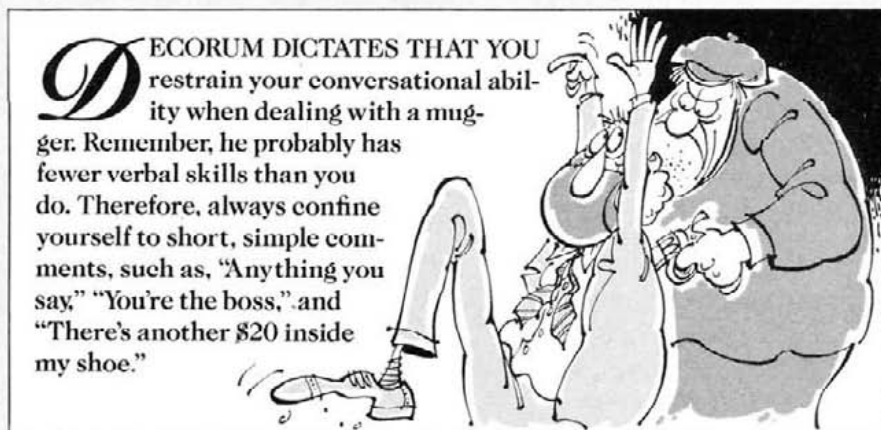


dated now, so modern teens have nowhere to turn for guidance, right? Wrong! MAD, the magazine of gracious gentility, stands by to help our youth through the touchy situations of today. So hold your nose high (and stop picking it!) as you acquire poise by reading...

# G U I D E F O R T H E P O I S E D



tage cheese, gelatin and macaroni. Only unsportsmanlike bullies throw cups of scalding hot pea soup, frozen turkeys or the school dietician.



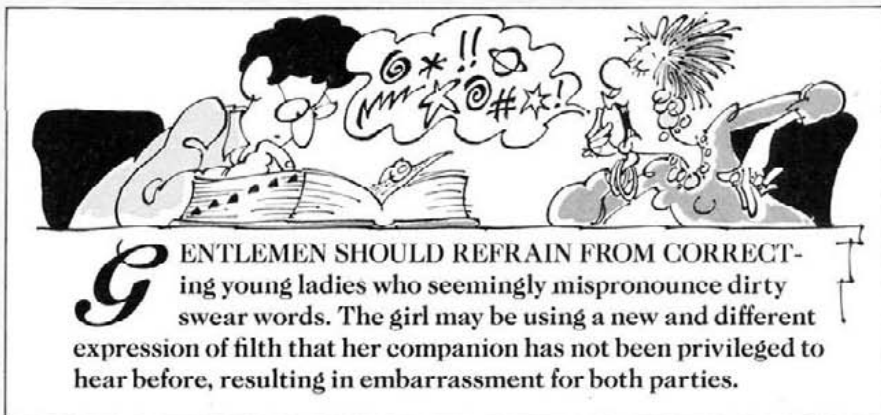
**D**ECORUM DICTATES THAT YOU restrain your conversational ability when dealing with a mugger. Remember, he probably has fewer verbal skills than you do. Therefore, always confine yourself to short, simple comments, such as, "Anything you say," "You're the boss," and "There's another \$20 inside my shoe."



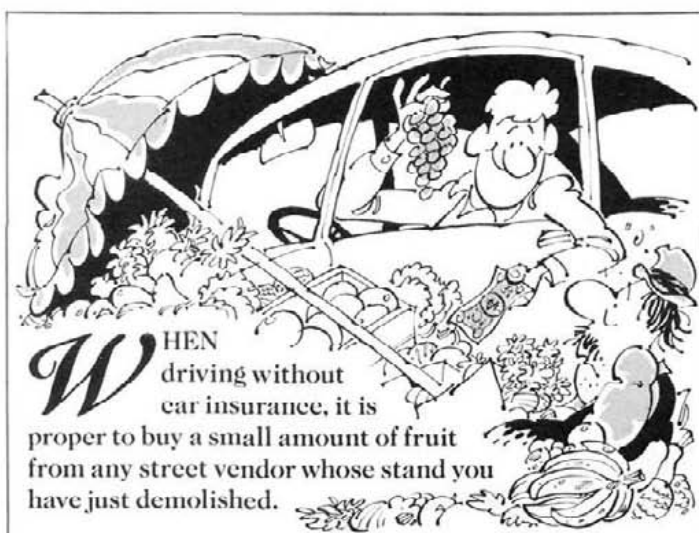
**A**LWAYS APOLOGIZE to a young lady's parents upon showing up for a date drunk. If you drink to such excess that your speech becomes too slurred to understand, have cards of apology printed up in advance for use on such occasions.



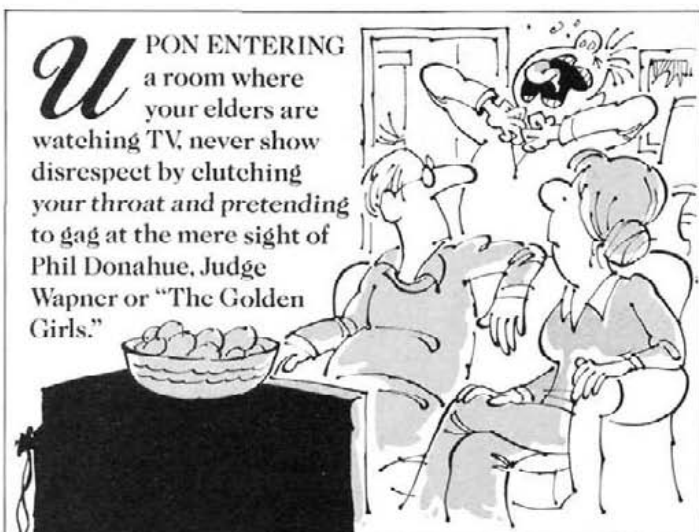
**W**HEN SERVING AS an "enforcer" for your neighborhood social group, always conduct yourself in a courteous manner. Remember, you will be the last person your victim sees until he regains consciousness, and he will treasure the memory of any small kindness shown to him.



**G**ENTLEMEN SHOULD REFRAIN FROM CORRECTING young ladies who seemingly mispronounce dirty swear words. The girl may be using a new and different expression of filth that her companion has not been privileged to hear before, resulting in embarrassment for both parties.



**W**HEN driving without car insurance, it is proper to buy a small amount of fruit from any street vendor whose stand you have just demolished.



**U**PON ENTERING a room where your elders are watching TV, never show disrespect by clutching your throat and pretending to gag at the mere sight of Phil Donahue, Judge Wapner or "The Golden Girls."



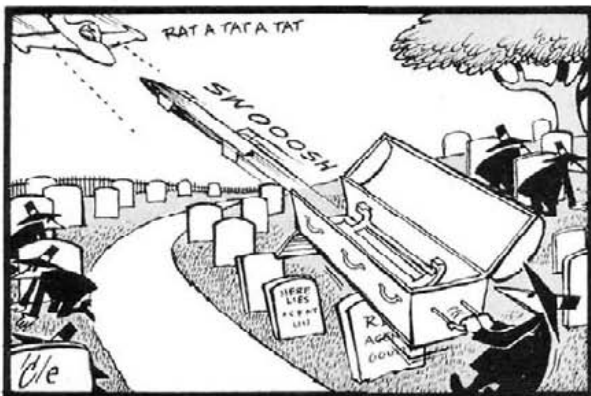
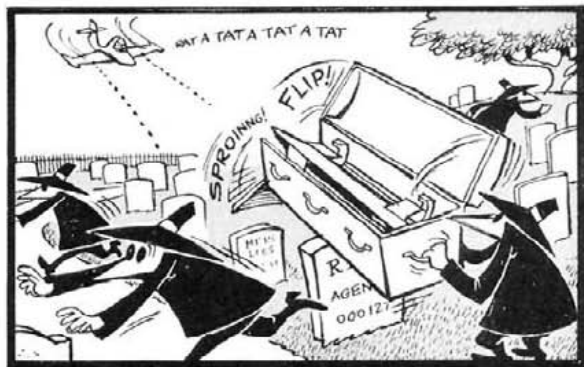
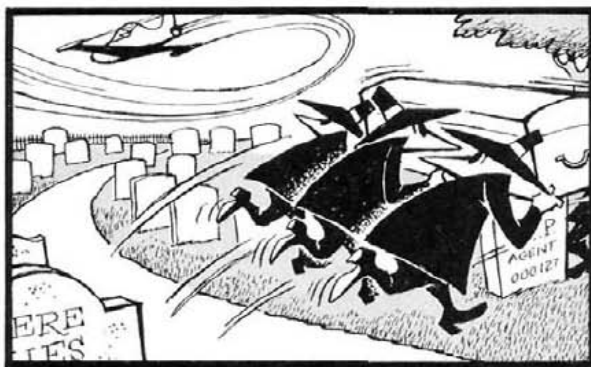
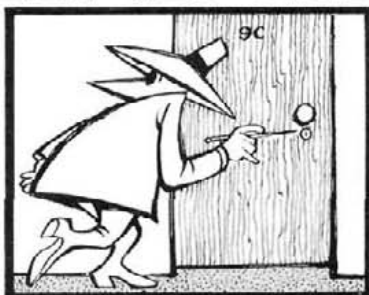
**A**FIRM HANDSHAKE IS THE ACCEPTABLE form of greeting between gentlemen, except at times when heavy drug usage may necessitate your being placed in a strait-jacket. On such occasions, a bow from the waist or even a deferential nod of the head is deemed sufficient.



**A**LTHOUGH IT IS NOT IMPERATIVE for a young gentleman to offer a lady his seat on a crowded bus, he may experience embarrassment when the woman is pregnant, on crutches and carrying heavy bundles. Deal with such situations by offering to hold one crutch so she can try to hang onto an overhead strap.



**W**HEN PHONING A "900" number to listen to a pornographic message, it is improper to charge the call to a friend's phone so it will appear on his parents' bill instead of yours. Always charge such calls to the home number of your phys. ed. teacher and let him try to explain them to his wife.







THE SOUTH WILL WRITHE AGAIN DEPT.

# GROAN WITH THE WIND

ARTIST: JACK DAVIS

WRITER: STAN HART

Miss Melonhead, there's one person at this ball I must dance with or life won't be worth living!

Is it Harlott or is it me?

Neither! It's that Rhetch Butler! He's just adorable!

Tell me, is Miss Melonhead as dull and dreary as she looks?

Well, you tell me! She once wanted to be a librarian, but she found that she couldn't handle all the excitement!



Miss Harlott, I'd like to be your beau!

Fiddle dee dee, Stuart Tareyton, you're much too mild-mannered for a woman like me!

Isn't there something I can do to impress you?

Well, if you were faster than a speeding bullet, more powerful than a locomotive, able to leap tall buildings in a single bound...

I'll work on it!

What do they call it when black folks work for no pay, while white folks get rich from their labors?

In 1860, they call it "Slavery"! In 1990, they'll call it "College Basketball"!



I'm from Charleston, South Carolina! But that's all I'm going to tell you about myself! I prefer to remain a man of mystery!

The one thing that'll always remain a mystery is that if you're from South Carolina, what happened to your southern accent?







Oh, Harlott, Ashtray's coming home from the army on leave! I'll bet he's done something heroic to earn his furlough!

How heroic can you be in the Confederate Hairdressing Corps?

Let's make it like it was before the war! Let's all three of us be really close again!



I'm not sure I meant this close!



Miss Harlott, we've been asking for help for hours and you just ignore us! What do you call that?

The beginning of modern nursing care!



Things may seem bad now, but remember, the South will never go down in defeat!

Really? Well, I don't want to be around for another "victory" like this one!



Marry me, Harlott!

But I love Ashtray Wilts!

I'm twice the man he is—which is still not saying much! Harlott, you're selfish and spoiled and hateful and the biggest hedonist I ever met!

Then why do you want me?

Because I'm the biggest masochist you ever met!



Miss Harlott, while you were away, the crops failed, the Yankees took all your family possessions, your mother died and your father lost his mind!

Is there anything else that you haven't told me?

Yes... welcome home!











## LEONARD—PART SCHTICK!

I started reading MAD when I was eight years old, and I certainly never dreamed that some day I'd wind up in the pages of your magazine. But, thanks to my cameo appearance in "Grimlins Ptul," there I am. To have risen to such a position in life that I've been caricatured by Mort Drucker is pretty heady stuff! Thanks for all the great reading you've given me over the years. Please say hello to the "Usual Gang of Idiots" for me!

Leonard Malin  
"Entertainment Tonight"  
Hollywood, CA

Leonard—We're glad you liked it, but when we asked Siskel and Ebert to review your appearance in "Grimlins Ptul," they gave it two thumbs down. Guess you just can't please all the critics!—Ed.

## MOTION PICS AND PANS

I'm writing to thank you. Why? I thank you for publishing movie satires. They are always better than the original movies. They're funnier and a lot more creative. MAD saves me money 'cause I don't have to go to the movies!

Jeff Mirrione  
Hollister, CA

Jeffy—Save even more money—Read our TV satires and you won't have to buy a seat!—Ed.

## SPIELBERG'S-EYE VIEW DEPT.



Mega-Director/Producer and MAD fan Steven Spielberg recently got some good news and some bad news. The good news was he received a selection of MAD issues featuring satires of his great motion pictures! The bad news was that they were hand-delivered by our own Dave Berg! Moments later, Steven announced his retirement from the movie business. Coincidence??

## NEW KIDDING ON THE BLOCK CONTINUES!

A few weeks ago I had the good (or bad) fortune to meet a member of the New Kids on the Block. I asked him about what he and the rest of NKOTB thought of "The MAD New Kids on the Block True or False Personality Quiz" in issue #296. They loved it! He said, "You know that you're a success when you get satirized in MAD." I am 33 and I still enjoy your magazine. I have since I was seven! When my 11-year-old brother's subscription runs out in April '92 I plan on renewing it!

Robert Foley  
Holly Hill, FL

OOOOH! Lucky stiffaroony you! We've never had the pleasure and honor of meeting a New Kid up close and personal, though we'd certainly love to! So if you're reading this, Julie, Jan, Justin, Dom and Drury, drop by the MAD office!—Ed.

I was shocked by the foul and immature language that filled half the letters page in issue #298, but enough about your editorial comments! I was also shocked by a young woman's letter in which she said that she and her friends were going to burn copies of issue #296 because it contained a New Kids on the Block satire. You will be happy to know that as a response to their actions, my friends and I got together and burned copies of issue #298! That'll show 'em!

Jon Slobins  
Damascus, MD

Burning Issues 296 and 298?? What's next, Super Special #761? Due to the actions of extremists like you, we are now demanding passage of a Constitutional Amendment prohibiting the burning or desecration of MAD magazines in any way! We urge you to write your Congressman today!—Ed.



## BIG MAD ON CAMPUS



Jason Levine of Sands Point, NY, sent us this photo he snapped at the annual Greek Week banner competition at the University of Michigan in Ann Arbor! It was made by the KAPPA ALPHA THETA Sorority and the CHI PHI and ZETA PSI fraternities. After seeing the banner, we have to wonder: Did Jason say it was "Greek Week" or "Geek Week"? Fal

## A DRUNKEN SPELL

On the back cover ad parody in issue #298, you failed to include "Absolut illiteracy," which would be aimed at those responsible for proofreading your issues prior to publication. A-b-s-o-l-u-t-e is the correct spelling!

Paul Desjardins  
Moore, OK

And the correct spelling of "Idiot" is i-d-i-o-t! Thanks for writing!—Ed.

## ENVIRON-MENTAL CASES

When I received my subscription copy of MAD #298, not only was it a great issue, I was glad to see that instead of being wrapped in plastic, it was wrapped in paper! Thank you for making the change. MAD is no longer just garbage... It's environmentally safe garbage!

Marti Frank  
Golden Valley, MN

Thanks! MAD has always been a crusader, working to protect our delicate ecosystem. In fact, we've been recycling the same 16 jokes for years!—Ed.

After reading MAD #297's poem "The Oil," I realized that you are really decent, sensitive and caring human beings who are deeply concerned about the environment!

David Farre  
Mayaguez, PR

Thanks! MAD has always been a crusader, working to protect our delicate ecosystem. In fact, we've been recycling the same 16 Letters Page responses for years!—Ed.

Please Address All Correspondence To:  
MAD, Dept. 300, 485 MADison Avenue  
New York, New York 10022

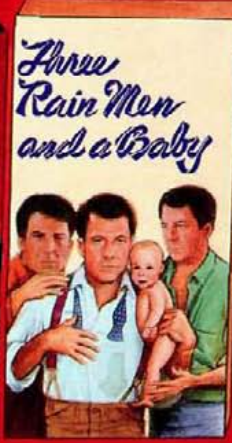
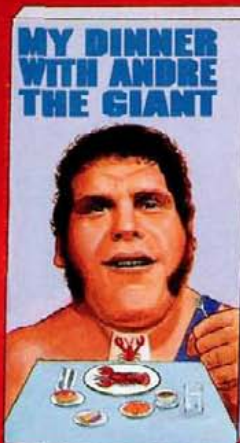
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating us on our 300th issue!





# GET 8 BLOCKBUSTER MOVIES FOR 89¢!

(when you agree to buy six others for significantly more)



## SAVING MONEY HAS NEVER BEEN SO EXPENSIVE!

ERNEST GOES TO HELL	8647204	THE BEER HUNTER	8786001	LEONARD PART 6-PART 2	1210109
MYSTIC TACO	8467111	DO THE WHITE THING	9960253	MARRIED TO THE BLOB	8447666
NATIONAL GEOGRAPHIC'S ANIMAL HOUSE	3388226	ZORBA THE GEEK	9483255	WHO FRAMED ROGER EBERT	2274007
NATIONAL GEOGRAPHIC'S AFRICAN VACATION	3389042	BEVERLY HILLS CRAP	0291706	BLAZING SADDLESORES	7586710
ROBOFOP	9993816	KREMLINS	1232403	WARTGAMES	2394113
AND JUSTICE FOR AL	1111111	PEGGY SUE GOT BURIED	5768485	HONEY, I KILLED THE KIDS	4755444
CHILDREN OF A JOE BESSER GOD	4465292	STAND BY MEAT	7675250	KEN RUSSEL'S INCOHERENT FILM-PART III	1888888
THE MILAGRO BEANBAG CHAIR	3333577	THREE MEN AND YOUR SISTER	8796978	STAR TREK VII: SCOTTY PASSES A STONE	7758904
UNCLE SCHMUCK	9003009	THREE MANNEQUINS AND A BABY	8950017	THREE DAYS OF THE CONDOM	9443443
THE COOK, THE THIEF, HIS WIFE, THE PLUMBER, THEIR PARKING LOT ATTENDANT, A TAXIDERMIST, THE MIDGET AND SOME GUY IN A KANGAROO OUTFIT	1208221	PURPLE PAIN	8867788	CONAN THE AQUARIUM	2223761
PLANES, TRAINS AND VIDEOTAPE	6758555	THE BEST LITTLE WAREHOUSE IN TEXAS	7654030	MY STEPMOTHER IS KIM BASINGER	9999666
THE SOUND OF MUCOUS	0946104	ABBOT AND COSTELLO MEET CALIGULA	6987555	JEOPARDY-THE MOVIE	9978052
LOOKING FOR MR. GOODWRENCH	6799276	LOOKING FOR MR. GERBIL	3489411	HOWARD THE SCHMUCK	3426613
LOOK WHO'S TALKING LIKE BRUCE WILLIS	3345706	AMERICAN GERBIL	3490212	HANNAH AND HER BLISTERS	8769409
THAT'S INTERMISSION!	6744891	AN OFFICER AND A GERBIL MAN	5678818	INDIANA JONES AND THE TEMPLE OF DUNG	9000123
AGNES OF DOG	2324252	PRETTY GERBIL	4344434	INDIANA JONES AND THE SUNDANCE KID	4743898
MIDNIGHT RUNS	9997999	THE RISE AND FALL OF THE THIRD GRADE	4467905	THE WAR OF THE NOSES	7867984
		JOURNEY TO THE CENTER OF YOUR SPLEEN	6774509	DAY OF THE JACKASS	0291752
		A FISH CALLED MURRAY	2235222	ORDINARY PIMPLES	9876447

### START YOUR OWN FILM LIBRARY!

That's right, why rent movies at a video store for one or two dollars and watch them just once, when you can buy those same movies from our video club for eighty-nine dollars and watch them just once!

**THERE'S NO MEMBERSHIP FEE FOR JOINING!** It's fulfilling your membership obligation to us that will cost a fortune! You have over 2,500 titles to choose from... Movies you've seen over and over again on HBO and Showtime... Films that have been repeated on network and local TV countless times... Flicks that they show during baseball game rain delays! They can all be yours for many times their actual cinematic value, so you know you'll always treasure them!

**IT'S EASY!** You'll be required to buy six\* movies at our regular club prices, which range from \$29.95 to \$99.95, although movies that were shot with a camera and live actors start at \$150.00. We also offer a wide variety of lower-priced videocassettes, including a \$14.95 selection of Turkish movies that for some reason were dubbed into Portuguese and have Indonesian subtitles.

**HOW THE CLUB WORKS:** About every four

days we send you our Video Club Magazine, in which we pressure, harass and badger you into ordering the movies we're desperately trying to unload. These "Special Usher's Choice" movies frequently play back at the same speed they were meant to be shown in! Many are "Super Deluxe" versions that will save you time, since many key scenes have been shortened or cut out entirely!

**CHOOSE ONLY THE TITLES YOU WANT!** We'll put those titles on whatever cassettes we happen to have lying around, and send them to you immediately! Nothing could be easier—for us!

**HALF-PRICE BONUS PLAN:** If you fail to receive a movie you ordered from us, we'll only bill you for half the price! And, you'll be allowed to order that movie again and again! And we'll keep billing you at only half price until you finally receive it or give up hope—which ever comes first.

**WOW!** Thrill to screen epics like *Ben Hur*, *Lawrence of Arabia* and other classic movies the way they were meant to be seen—on a small screen with a three-inch speaker! Don't delay!

\*or a number that has a six in it.

BLANK VIDEO CLUB OF AMERICA  
12 Snow Blvd., Blurry, MA 00893

Yes! Please enroll me in whatever you're doing for as long as you're doing it. I agree to purchase six movies in the next half hour rather than see them on TV for free. I promise to mail you this coupon before actually calculating the huge amount of money I am obligating myself to spend, as that would cause me to realize what a rip-off your club really is.

#### Please indicate payment:

- ☐ My checkbook is enclosed.  
☐ Charge my introductory movies and future club purchases to:  
☐ My ex-girlfriend  
☐ Any Savings and Loan Institution  
☐ Stolen Credit card  
☐ MasterCard  
☐ American Impress  
☐ Carde Blanke

Send me these 8 movies for 89¢ each plus \$29.95 shipping & handling PER TAPE.


☐ Check this box and we'll sell your name and address to 50 more sleazy mail order companies in addition to the 100 we're already planning to. Absolutely free!

Card # \_\_\_\_\_  
 Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_  
 Address \_\_\_\_\_ Apt. \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Note: Offer limited to continental U.S. (excluding states with strong Anti-Fraud Consumer Protection Laws). Canadian funds gladly accepted but only when accompanied by U.S. currency. (Except in Nebraska.)